All Local Contractors California Statewide Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	145	100%	148	100%	147	100%
CHANNELS						
Colleges and Universities Community Based	42	29%	47	32%	45	30%
Organizations	82	57%	90	61%	86	59%
Community Clinic	42	29%	44	30%	43	29%
Organizations	58	40%	62	42%	60	41%
Faith/Church Sites	48	33%	53	36%	51	34%
Farmers' Markets	49	34%	63 46	43%	56	38%
Food Closets		28%		31%	44	30%
Grocery Stores	43	30%	49	33%	46	31%
Healthcare Facilities	32	22%	32	22%	32	22%
Healthy/Head Start	63	43%	60	41%	62	42%
Internet	67	46%	68	46%	68	46%
Parks, Recreation Centers	89	61%	109	74%	99	68%
Preschools	56	39%	66	45%	61	42%
Print Media	97	67%	110	74%	104	71%
Public Health Department	61	42%	68	46%	65	44%
Radio	58	40%	58	39%	58	40%
Restaurants	45	31%	52	35%	49	33%
Schools	12	8%	8	5%	10	7%
Senior Centers	48	33%	53	36%	51	34%
Soup Kitchens	27	19%	30	20%	29	19%
Television	19	13%	22	15%	21	14%
Tribal Organizations	40	28%	43	29%	42	28%
WIC Sites	16	11%	15	10%	16	11%
Worksites	48	33%	47	32%	48	32%
Other	38	26%	40	27%	39	27%

All Local Contractors California Statewide Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising LOCAL CONTRACTS	Inputs 145	Consumer Impressions	Inputs 148	Consumer Impressions	Total Inputs	Total Consumer Impressions
TV						
paid TV ads	132	14,773,580	65	83,844,350	197	98,617,930
free TV ads	2	371,000	5	2,068,000	7	2,439,000
Radio						
paid radio ads	30	2,174,000	267	1,355,192	297	3,529,192
free radio ads	4	346,400	13	18,807,500	17	19,153,900
Print						
paid ads placed	65	4,913,971	127	6,097,505	192	11,011,476
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	4	7,675,000	7	16,482,984	11	24,157,984
free print ads on kiosks or posters	15	1,553,936	20	613,683	35	2,167,619
LOCAL TOTALS	252	31,807,887	504	129,269,214	756	161,077,101
Consumer Impressions may be dupl	icated counts					

All Local Contractors California Statewide Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals	
	March	31, 2005	Septemb	er 30, 2005		
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	145	1111-1111111111111111111111111111111111	148	11117100010110	10tal lipato	impressions
TV	113		1.0			
# Agencies that submitted media alerts or						
tip sheets to TV	21	n/c	4	n/c	25	n/c
# Media alerts or tip sheets submitted	0	n/c	36	n/c	36	n/c
# Agencies that submitted press releases	32	n/c	32	n/c	64	n/c
# press releases submitted	321	n/c	248	n/c	569	n/c
TV stories aired from releases	28	n/c	41	n/c	69	n/c
Total TV interviews conducted	59	n/c	66	n/c	125	n/c
TV stories from interviews	51	n/c	49	n/c	100	n/c
Total number of TV inputs	512	n/c	476	n/c	988	n/c
Radio						
				T	1	
# Agencies that submitted media alerts or tip sheets to radio	21	n/c	28	n/c	49	n/c
# Media alerts or tip sheets submitted	118	n/c	177	n/c	295	n/c
# Agencies that submitted press releases	30	n/c	27	n/c	57	n/c
# Press releases submitted to radio	239	n/c	211	n/c	450	n/c
Radio Stories from releases	41	n/c	85	n/c	126	n/c
Total # radio interviews conducted	59	n/c	77	n/c	136	n/c
Total # radio interviews aired	47	n/c	55	n/c	102	n/c
		n/c		n/c		n/c
Total number of radio inputs	555	11/0	660	11/0	1,215	11/C
Print						
# Agencies that submitted media alerts or						
tip sheets to newspaper	36	n/c	40	n/c	76	n/c
# Media alerts or tip sheets submitted	9,934	n/c	3,047	n/c	12,981	n/c
# Agencies that submitted press releases	48	n/c	56	n/c	104	n/c
# Press releases submitted to print	71,634	n/c	90,794	n/c	162,428	n/c
Total print stories printed	142	n/c	179	n/c	321	n/c
Interviews with print outlets	130	n/c	124	n/c	254	n/c
Print Stories from interviews	101	n/c	115	n/c	216	n/c
Total number of print inputs	82,025	n/c	94,355	n/c	176,380	n/c
LOCAL TOTALS	83,092	n/c	95,491	n/c	178,583	n/c
n/c = not collected						
Consumer Impressions may be duplicated of						

All Local Contractors California Statewide Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - April 1, 2005 - Year To March 31, 2005 September 30, 2005		•		Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
# Feature Articles Submitted	152	n/c	186	n/c	338	n/c
Total Feature Stories Run	152	n/c	187	n/c	339	n/c
# Letters to Editor Submitted	46	n/c	22	n/c	68	n/c
Total Letters to the Editor Run	32	n/c	16	n/c	48	n/c
Total Editorial Board Meetings						
Attended	7	n/c	0	n/c	7	n/c
LOCAL TOTALS	389	n/c	411	n/c	800	n/c

n/c = not collected

All Local Contractors California Statewide Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Danastina Dania I	October	October 1, 2004 -		, 2005 -	Year Totals	
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	i ear	1 Otais
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
Grocery Stores						
# taste tests at grocery stores	16	953	32	5,073	48	6,026
# grocery store tours	36	476	38	1,032	74	1,508
# other grocery promotions	64	157,325	176	217,310	240	374,635
Total Grocery Store Events	116	158,754	246	223,415	362	382,169
Farmer's Markets						
# farmer's market taste tests	36	4,631	281	27,204	317	31,835
# farmer's market tours	53	1,769	134	2,890	187	4,659
# other farmers market events	230	35,220	496	80,399	726	115,619
Total Farmers Market						
Events	319	41,620	911	110,493	1,230	152,113

Reach of Sales Promotions Activities continued on the next page

All Local Contractors California Statewide Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period		1, 2004 - 31, 2005	_	, 2005 - r 30, 2005	Year '	Γotals
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
Other Special Events						
# organized sports events	89	20,453	169	44,023	258	64,476
# health fairs/festivals	576	379,347	707	711,814	1,283	1,091,161
# community forums	86	9,690	70	3,746	156	13,436
# federal food assistance	466	117,691	634	126,377	1,100	244,068
# swap meets	1	300	2	1,150	3	1,450
# open houses/back to school	101	33,860	455	149,148	556	183,008
# speeches, conferences	154	21,492	128	3,616,369	282	3,637,861
# radio remotes	9	20,920	11	43,679	20	64,599
# of other events	752	1,161,147	1,085	565,393	1,837	1,726,540
Total Special Events	2,234	1,764,900	3,261	5,261,699	5,495	7,026,599
LOCAL TOTALS	2,669	1,965,274	4,418	5,595,607	7,087	7,560,881

All Local Contractors California Statewide Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

D	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	i ear	1 otais
		Number of		Number of		
	Number of	Participants	Number of	Participants	Total Number	Total
	Classes /	(Consumer	Classes /	(Consumer	of Classes /	Consumer
Activity	Activities	Impressions)	Activities	Impressions)	Activities	Impressions
LOCAL CONTRACTS	145		148			
Classes and Trainings						
# nut ed classes conducted	33,497	1,558,654	33,557	13,339,494	67,054	14,898,148
# provider training classes	1,795	36,445	1,173	32,285	2,968	68,730
# pa-nut class	12,324	261,871	3,251	109,048	15,575	370,919
# "other" classes	4,808	362,597	25,732	297,856	30,540	660,453
Total Classes and Trainings	52,424	2,219,567	63,713	13,778,683	116,137	15,998,250

Reach of Network Personal Sales Activities for Locals on the following page

All Local Contractors California Statewide Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

October 1, 2004 -

March 31, 2005

April 1, 2005 -

September 30, 2005

Year Totals

		Number of		Number of		
	ĺ	- 10222552 52				Total
1	l	Participants		Participants	<u> </u>	
1	Quantity	(Consumer	Quantity	(Consumer	Total Quantity	Consumer
Activity	Distributed	Impressions)	Distributed	Impressions)	Distributed	Impressions
LOCAL CONTRACTS	145		148			
Materials Distributed						
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum						
previously developed	100,761	n/c	127,030	n/c	227,791	n/c
· ·	,	, -	,	, -	,	
# Other Program promotional		ļ <u>,</u>		ļ ,		,
item previously developed	441,459	n/c	415,782	n/c	857,241	n/c
# Other Program flyers,						
newsletters previously developed	566,239	n/c	529,782	n/c	1,096,021	n/c
# Other Program other types of						
materials previously developed	292,225	n/c	815,420	n/c	1,107,645	n/c
materials previously developed	272,223	11, C	015,120	11, C	1,107,015	11, 0
Total Other Nutrition Materials,						
Non-Network Produced	1,400,684	n/c	1,888,014	n/c	3,288,698	n/c
110H 110H 01H 11CLLCCL	2,200,002	1 24 5	1,000,011	1 24 5	5,26 0,000	

n/c = not collected

Reporting Period

Reach of Network Personal Sales Activities for Locals on the following page

All Local Contractors California Statewide Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Number of Participants (Consumer Impressions)	Quantity Distributed	Number of Participants (Consumer Impressions)	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
Food Stamp Materials						
Food Stamp Brochures	77,964	n/c	120,416	n/c	198,380	n/c
Food stamp awareness flyer	23,928	n/c	33,196	n/c	57,124	n/c
Food stamp recipes and tip sheets	9,221	n/c	13,249	n/c	22,470	n/c
CFPA food stamps work	3,127	n/c	3,770	n/c	6,897	n/c
To your health! food safety brochure	1,056	n/c	887	n/c	1,943	n/c
WIC materials	23,704	n/c	27,023	n/c	50,727	n/c
FSNEP, EFNEP materials	12,317	n/c	14,492	n/c	26,809	n/c
Summer Food Program information	26,146	n/c	134,376	n/c	160,522	n/c
USDA Eat Smart Play Hard	167,520	n/c	38,111	n/c	205,631	n/c
LIA FS or meal promotion flyer, fact sheet	24,956	n/c	65,861	n/c	90,817	n/c
Other info-educational materials	69,215	n/c	126,804	n/c	196,019	n/c
Total Food Stamp Materials	439,154	n/c	578,185	n/c	1,017,339	n/c
LOCAL TOTALS	1,892,262	2,219,567	2,529,912	13,778,683	4,422,174	15,998,250

n/c = not collected

All Local Contractors California Statewide Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	145	100%	148	100%	147	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	6	4%	9	6%	8	5%
Passed regulations that decreased or eliminated soda	27	19%	32	22%	30	20%
Policy changes related to Food Security	40	28%	43	29%	42	28%
Ratified rules about serving healthier foods at events	24	17%	26	18%	25	17%
Ratified rules to promote physical activity	22	15%	22	15%	22	15%
Worked towards creating laws that banned sponsorship from competitive foods	45	31%	46	31%	46	31%
Worked towards or responded to policies about food stamps, food security to food banks	103	71%	111	75%	107	73%
Worked with groups for policy agenda	57	39%	50	34%	54	37%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	15	10%	25	17%	20	14%
Other environmental changes	15	10%	25 24	16%	20	13%

All Local Contractors California Statewide Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October March 3		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	145	100%	148	100%	147	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	20	14%	31	21%	26	17%
Developed partnerships to work towards environmental change	15	10%	19	13%	17	12%
Developed, maintained school or community garden	5	3%	9	6%	7	5%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	8	6%	14	9%	11	7%
Improved food choices at functions	19	13%	30	20%	25	17%
Improved food choices in cafeteria	6	4%	16	11%	11	7%
Increased daily nutrition announcements	14	10%	24	16%	19	13%
Increased lighting, paths, times to promote biking and walking	4	3%	6	4%	5	3%
Initiated/Implemented salad bar program	1	1%	5	3%	3	2%
Limited access to high fat milk products	8	6%	15	10%	12	8%
Limited access to junk food	11	8%	21	14%	16	11%
Limited access to soda	10	7%	23	16%	17	11%
Made healthy snack carts available	9	6%	13	9%	11	7%
Replaced vending machine choices with healthier foods	6	4%	10	7%	8	5%
Worked to improve transportation from markets	6	4%	6	4%	6	4%

LOCAL TOTALS

Policy, Systems & Environment changes continue on the next page.